

QUARTERLY ISSUES - PROGRAMS REPORT

Station: KXOA FM

Location: Sacramento, California

For:

<u>X</u>	January-March	19	<u>98</u>
<u> </u>	April-June	19	<u> </u>
<u> </u>	July-September	19	<u> </u>
<u> </u>	October-December	19	<u> </u>

Attached are descriptions of local issues addressed by the station and descriptions of how each issues was treated through the station's most significant issue-responsive programming or announcements during the reporting period.

ASCERTAINED COMMUNITY ISSUES

Following is a list of issues which KXOA-FM has determined to be of concern to Sacramento and to listeners through the KXOA-FM service area.

1. EDUCATION, including the quality of public education; school busing; white flight; bilingual education; school violence and the quality of college and adult education.
2. ECONOMY, including inflation, economic development; economic opportunity, welfare; unemployment; job training; labor relations, and consumer issues.
3. GOVERNMENT, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. HEALTH, including quality of medical facilities; national health programs, nutrition; physical fitness; mental health; preventive health care, and medical malpractice.
5. ENVIRONMENT, ENERGY and TRANSPORTATION, including natural disasters, pollution, especially air and water; the water crises, and the effects of urban sprawl.
6. MINORITIES/WOMEN/AGING, including discrimination and other problems of racial minorities, women and senior citizens, the handicapped, homosexuals and religious and ethnic groups.
7. CRIME, including increasing crime rate, youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. DRUG ABUSE, including the increase in use and abuse of drugs and alcohol; rehabilitation programs, drunk driving; and the need for greater education.
9. HOUSING, including rental restrictions, rent control; lack of low and middle housing; landlord/tenant relations; historical preservation, and mortgage rates.
10. YOUTH/FAMILY, including issues regarding marriage; the changing role of the family; parenting; and child rearing and abuse.

KXOA-FM ISSUE-RESPONSIVE PROGRAMMING

KXOA-FM regularly broadcasts programs and informational messages dealing with issues that affect its listeners and the communities they live in. A description of this programming follows:

<u>Day/Time</u>	<u>Program</u>	<u>Description</u>
Sunday 6-7AM	Life Beat Host: <i>Carrie Owens</i>	Locally produced news and public affairs magazine show featuring in depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.
Sunday 10-11PM	The Public File Host: <i>Kat Maudru</i>	
Various Days/Times	Public Service Announcements	Brief, informational messages, that serve the community's needs and interests by promoting programs, activities or services of governmental or non-profit organizations, or by otherwise informing listeners about community issues and events. PSA's are aired through the broadcast day.

KXOA-FM also periodically produces and presents special programs that provide in-depth treatment of issues confronting the Sacramento area. These special programs are presented at various times during the broadcast day.

ISSUES/PROGRAM LIST

EDUCATION

Issue: Disabilities and School Children

Program: Life Beat
Date: January 4, 1998
Time/Duration: 6-6:30AM - 30 Minutes
Type: Interview

Description: A Touch of Understanding is a disability awareness program that fosters respect and sensitivity in school children. It is designed to increase the elementary school student's understanding of physical and mental disabilities. The program objective is to remove the mystique and fear of wheelchairs, adaptive equipment and prostheses and replace them with compassion and respect for the people who use them.

Issue: Fight Against Hate Crimes

Program: Life Beat
Date: March 22, 1998
Time/Duration: 6-6:30AM - 30 Minutes
Type: Interview

Description: The 3rd Annual Unity Golf Tournament is a unique charity event organized by a broad-based coalition, committed to making a difference in our community. The concept of the Unity Open began after a series of hate crimes affected Sacramento during the summer of 1993. The Unity Open raises money for local organizations. This years tournament will benefit Sacramento Start, a free, literacy based after-school program helping nearly 3,000 elementary school children improve their skills.

ISSUES/PROGRAM LIST

ECONOMY

Issue: Job Fair

Program: Life Beat

Date: March 29, 1998

Time/Duration: 6-6:30AM - 30 Minutes

Type: Interview

Description: The California Job Journal sponsors the annual job fair. This is not a career fair but a job fair. The difference being that at the job fair over 40 businesses will be on hand to interview for openings at their businesses. It is free. People can come and interview with every business at the fair or get information for new careers. Talked extensively about how to go about finding and interviewing for jobs.

ISSUES/PROGRAM LIST

GOVERNMENT

Issue: Water Supply in California

Program: Life Beat

Date: January 11, 1998

Time/Duration: 6:30-7AM - 30 Minutes

Type: Interview

Description: A group of state and federal agencies with management and regulatory responsibility in the Bay-Delta system are working together and CALFED. The CALFED Bay-Delta program is a cooperative effort among state and federal agencies and the public to ensure a healthy ecosystem, reliable water supplies, good quality water, and stable levees in California's Bay-Delta system.

ISSUES/PROGRAMS LIST

HEALTH

Issue: The Effort

Program: Life Beat

Date: January 4, 1998

Time/Duration: 6:30-7AM - 30 Minutes

Type: Interview

Description: The Effort has provided service to the greater Sacramento community for more than 27 years with innovative and caring treatment for the chemically dependent person. The Effort addresses the problem of addiction and works with the clients' family and close friends throughout the recovery process. The other programs provided by The Effort include an out-patient counseling center, individual and group counseling, relapse prevention, job readiness, intervention services, employer assisted services and more.

Issue: Rehabilitation of Adults with MS

Program: Life Beat

Date: January 11, 1998

Time/Duration: 6:30-7AM - 30 Minutes

Type: Interview

Description: Warrior Heart is a non-profit organization which services the physical, emotional and social rehabilitation of adults diagnosed with Multiple Sclerosis. Warrior Heart uses methods such as Tai Chi Chuan, meditation, purposeful movement, yoga, massage, occupational and physical therapy, stretching exercises and group sharing/counseling to create a satisfying and worthwhile quality of life.

Issue: Hodgkin's Disease

Program: Life Beat

Date: January 18, 1998

Time/Duration: 6-6:30AM - 30 Minutes

Type: Interview

Description: Hodgkin's Disease is a cancer of the lymphatic system. It is rare, accounting for only one percent of all cancers in the United States. An estimated 7500 new cases will be diagnosed in 1997. Hodgkin's disease is most commonly experienced by young people in their twenties and people over 65. Teenagers, people in their thirties, people in their late 50's, and in extremely unusual cases, children, may also develop Hodgkin's disease.

ISSUES/PROGRAMS LIST

HEALTH (CONT'D)

Issue: Hospice Care

Program: Life Beat
Date: February 1, 1998
Time/Duration: 6:30-7AM - 30 Minutes
Type: Interview

Description: Hospice is a unique kind of care for terminally ill people. November is observed nationwide as National Hospice month. Yolo Hospice serves nearly half of the terminally ill cancer patients in the area and serves many patients of all ages with other types of life-limiting illness. The care is free to the patient and family with no direct payments or co-payments.

Issue: Being An Organ Donor

Program: Life Beat
Date: February 8, 1998
Time/Duration: 6-6:30AM - 30 Minutes
Type: Interview

Description: Golden State Donor Services is a non-profit independent organization authorized by the Federal Government to accept anatomical gifts for transplantation and research. The agency is dedicated to meeting the needs of the community by providing families the option of organ and tissue donation for transplantation. Right now, more than 56,000 Americans now wait for a life-saving organ transplant. One-third of them will die waiting.

Issue: Healthy Eating

Program: Life Beat
Date: February 15, 1998
Time/Duration: 6-6:30AM - 30 Minutes
Type: Interview

Description: Pat Baird, author, lecturer and registered dietician has written three books "Quick & Hearty", "The Pyramid Cookbook", and "Be Good To Your Gut". She had lots of good tips for eating healthy during the holiday season. She also talked about how you can eat healthy on a budget. Pat explained several lifestyle modification tips for healthier living.

ISSUES/PROGRAMS LIST

HEALTH (CONT'D)

Issue: Children With Orthopedic, Spinal Cord and Burn Problems

Program: Life Beat
Date: February 15, 1998
Time/Duration: 6:30-7AM - 30 Minutes
Type: Interview

Description: The Sacramento-Roseville-Folsom area Shriners will be holding their annual screening clinic on Saturday, November 15th. The purpose of the clinic is to identify children under the age of 18, who have orthopedic, spinal cord and burn problems, for treatment at the Shriner's Hospital out-patient clinic. All services at the Shriner's Hospitals and Burn Units are provided absolutely free of cost to the patient and the parents.

Issue: Kidney Disease

Program: Life Beat
Date: March 15, 1998
Time/Duration: 6-6:30AM - 30 Minutes
Type: Interview

Description: The National Kidney Foundation provides information and referral and support services for people with kidney disease. One of their big programs is the KIDNEY Cars Program, a community service / fund-raising endeavor, helping area residents get rid of unwanted or abandoned vehicles. The funds raised support the Kidney Foundation's efforts to prevent, treat and cure kidney and urinary tract diseases.

Issue: Immunization for Children

Program: Life Beat
Date: March 29, 1998
Time/Duration: 6-6:30AM - 30 Minutes
Type: Interview

Description: The Shots For Tots program is designed to promote immunizations to protect the health of all infants and toddlers. Immunization is one of the most effective ways to prevent disease, but in our area, on 26.1% of babies get their immunizations on the 2-4-6-12-15 month schedule. The Shots For Tots coalition wants to achieve a 90% immunization rate for toddlers in the region by the year 2000.

ISSUES/PROGRAMS LIST

ENVIRONMENT, ENERGY & TRANSPORTATION

Issue: Water Supply in California

Program: Life Beat
Date: March 1, 1998
Time/Duration: 6:30-7AM - 30 Minutes
Type: Interview

Description: A group of state and federal agencies with management and regulatory responsibility in the Bay-Delta system are working together and CALFED. The CALFED Bay-Delta program is a cooperative effort among state and federal agencies and the public to ensure a healthy ecosystem, reliable water supplies, good quality water, and stable levees in California's Bay-Delta system.

Issue: Flooding in the Sacramento Area

Program: Life Beat
Date: March 8, 1998
Time/Duration: 6:30-7AM - 30 Minutes
Type: Interview

Description: Sacramento residents should be aware of the danger of flooding in any flood over a 60-70 year flood. FEMA has decertified all our levees and will be more than doubling flood insurance rates in July 1998. FEMA has remapped Sacramento and flood areas have changed.

ISSUES/PROGRAMS LIST

MINORITIES/WOMEN/AGING)

Issue: Victims of Domestic Violence and Sexual Assault

Program: Life Beat

Date: March 15, 1998

Time/Duration: 6-6:30AM - 30 Minutes

Type: Interview

Description: Placer Women's Center is a private, non-profit, community based organization dedicated to serving victims of domestic violence and sexual assault. Services include 24-hour crisis line, temporary shelter for battered women and their children, in-person crisis intervention, peer and therapeutic counseling for individuals, couples, families and children.

ISSUES/PROGRAMS LIST

CRIME

Issue: Victims of Domestic Violence and Sexual Assault

Program: Life Beat

Date: March 15, 1998

Time/Duration: 6-6:30AM - 30 Minutes

Type: Interview

Description: Placer Women's Center is a private, non-profit, community based organization dedicated to serving victims of domestic violence and sexual assault. Services include 24-hour crisis line, temporary shelter for battered women and their children, in-person crisis intervention, peer and therapeutic counseling for individuals, couples, families and children.

ISSUES/PROGRAMS LIST

HOUSING

Issue: Transitional Housing

Program: Life Beat

Date: January 18, 1998

Time/Duration: 6-6:30AM - 30 Minutes

Type: Interview

Description: Transitional Living and Community Support (TLCS), Cordosa Village is an organization that provides information and referral, outreach services, independent living skills training, housing and community support services for mentally ill and homeless mentally ill adults. Cordosa Village provides families coping with an adult family member with psychiatric disabilities safe, clean and affordable housing.

ISSUES/PROGRAMS LIST

YOUTH/FAMILY

Issue: Victims of Domestic Violence and Sexual Assault

Program: Life Beat
Date: January 25, 1998
Time/Duration: 6-6:30AM - 30 Minutes
Type: Interview

Description: Placer Women's Center is a private, non-profit, community based organization dedicated to serving victims of domestic violence and sexual assault. Services include 24-hour crisis line, temporary shelter for battered women and their children, in-person crisis intervention, peer and therapeutic counseling for individuals, couples, families and children.

Issue: Child Foster Care - Adoption

Program: Life Beat
Date: January 25, 1998
Time/Duration: 6:30-7AM - 30 Minutes
Type: Interview

Description: Lilliput Children's Services is a private, non-profit organization that began in 1980. It provides foster families for children who would otherwise be placed in a group home. In California, there are almost 100,000 children in out-of-home care. Of these, over 7,000 have a case plan of adoption. Lilliput needs to make the community aware of the need for adoptive families. Lilliput recruits for families through numerous means - newspaper want ads, telephone yellow pages, posters and community groups.

Issue: Childhood Injury

Program: Life Beat
Date: February 1, 1998
Time/Duration: 6-6:30AM - 30 Minutes
Type: Interview

Description: The University of California / Davis has formalized a relationship with the National SAFE KIDS campaign. The SAFE KIDS campaign focuses on the problem of childhood injury. The goal of the campaign is to support grassroots community coalitions in their efforts. The primary focus is on six risk areas: 1) traffic injuries; 2) fires and burns; 3) drowning; 4) choking and poisoning; 5) unintentional firearm injuries; and 6) falls.

ISSUES/PROGRAMS LIST

YOUTH/FAMILY (CONT'D)

Issue: Feeding the Needy and Hungry

Program: Life Beat
Date: February 8, 1998
Time/Duration: 6-6:30AM - 30 Minutes
Type: Interview

Description: Loaves and Fishes provides free hot meals daily to those who need it, seven days a week. They also have many other programs to provide food and shelter for the hungry and homeless. This time of year they need additional donations of food and money, as well as volunteers.

Issue: Children With Orthopedic, Spinal Cord and Burn Problems

Program: Life Beat
Date: February 15, 1998
Time/Duration: 6:30-7AM - 30 Minutes
Type: Interview

Description: The Sacramento-Roseville-Folsom area Shriners will be holding their annual screening clinic on Saturday, November 15th. The purpose of the clinic is to identify children under the age of 18, who have orthopedic, spinal cord and burn problems, for treatment at the Shriner's Hospital out-patient clinic. All services at the Shriner's Hospitals and Burn Units are provided absolutely free of cost to the patient and the parents.

Issue: Phone Friends

Program: Life Beat
Date: February 22, 1998
Time/Duration: 6-6:30AM - 30 Minutes
Type: Interview

Description: Phone Friends is a toll free help-line (1-800-764-KIDS) that is available to children on school days from 3:00pm - 6:00pm. It's a community outreach project supported by Sutter Community hospitals, KCRA Channel 3, and Wells Fargo Financial Services. Over 23,000 callers have used the service since it opened in March 1994. Frequent topics are: boredom, peer problems, homework help and fear of anxiety.

ISSUES/PROGRAMS LIST

YOUTH/FAMILY (CONT'D)

Issue: Children With Special Needs & Children At Risk

Program: Life Beat
Date: February 22, 1998
Time/Duration: 6-6:30AM - 30 Minutes
Type: Interview

Description: The Lekotek Family Resource Center is a non-profit, family-centered agency dedicated to providing early intervention programs for children with special needs and children at risk of abuse and neglect in Sacramento, Yolo, El Dorado and Placer counties. One of the events Lekotek puts on every year is an interactive, fully accessible Halloween House designed for children of all ages and abilities, where the atmosphere is fun... not fright.

Issue: Volunteer Fair

Program: Life Beat
Date: March 22, 1998
Time/Duration: 6:30-7AM - 30 Minutes
Type: Interview

Description: The 5th Annual Volunteer Fair is a free event that helps people discover what volunteer opportunities are available in the Sacramento area. Over 50 agencies involved in education, social services and the arts will be on hand to display their services and answer questions. *ARROW 108 SPONSOR.*

Issue: Youth & Families In Crisis

Program: Life Beat
Date: March 8, 1998
Time/Duration: 6:30-7AM - 30 Minutes
Type: Interview

Description: The California Child, Youth & Family Coalition runs a youth crisis line, which is toll-free, 24-hour, confidential phone line available to young people and those who are concerned about them. They provide crisis intervention counseling, information, and referrals to services in every county of California. Youths between the ages of 12-24 may call... also family and friends of young people. They offer both Spanish and English speakers.

ISSUES/PROGRAMS LIST

YOUTH/FAMILY (CONT'D)

Issue: Feeding The Needy

Program: Life Beat

Date: March 1, 1998

Time/Duration: 6:30-7AM - 30 Minutes

Type: Interview

Description: The Central Downtown Food Basket provides emergency food for the needy and referral services for all. You must fit the low-income requirements and have identification for your entire family. People in need may just drop-in and pick up groceries 11am-2p daily. The Central Downtown Food Basket serves the greater Sacramento area.

PSA's

KXOA rotates PSA's at a rate of at least one per hour, for a total of over 2,000 public service announcements per quarter. Roughly one hundred local and national organizations' messages are included in the public service announcement rotation every quarter. Each PSA is in rotation for approximately two weeks and runs approximately six times per week. Among the groups aired last quarter are:

YMCA

Storybook Children's Theatre

Sacramento Theatre Company

Phone Friends

American Heart Association

Carmichael Recreation & Park District

Fairytale Town

Northern California Arts

UC Davis Presents

Sacramento Zoo

California State Parks

For Kids Sake

California Child, Youth & Family Coalition

Franchise Tax Board

Infoline Sacramento

Salvation Army

Towe Ford Museum

Sacramento Ballet

Sacramento Society for the Prevention of Cruelty to Animals

Big Brothers / Big Sisters

Sacramento Children's Home

UNICEF

Sacramento AID Foundation

California Job Journal